

Your Words Will Directly Impact Your Success in Raising Other People's Money

How to Present to your Joint Venture Partners and Answer all their Objections



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February 2011



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Your Words Will Directly Impact Your Success in Raising Other People's Money

How to Present to your Joint Venture Partners and Answer all their Objections

You Can Buy Real Estate without Having A Lot of Money

Knowledge will be your capital... Integrity your magnet... Relationships will be your fuel

Look for ways to help other Canadians make money in Real Estate, even if they don't have the knowledge.

There will come a time when most real estate investors will be looking for secondary sources of cash to build their portfolios. Some will use additional leveraged monies such as Lines of Credit or equity in the rest of their portfolio or private money. However, one of the most common solutions is bringing a 'Money Partner' into the mix, someone who can provide working capital to fund the portfolio growth and who is looking to get a return on their available cash.

Although this type of relationship is commonly called a Joint Venture, in many cases it is not technically such. Many times it could be a shareholder relationship, where the investor and the cash provider own shares of a corporation which they use to invest. In other cases, the money investor just wants a simple, annual percentage return on their investment – this would be a lender relationship.

A true Joint Venture occurs when two or more parties get together, pool their money and knowledge and leverage both to build a portfolio. No shares are owned, it is just two or more parties deciding that the best course of action for both is to work together. They agree to terms on money, division of duties and setting of goals. From that comes a Joint Venture Agreement (or as some people call it, a Business Prenup agreement). This agreement must be detailed, and must be completed before any money passes hands because once real money enters the equation new emotions enter, making the written agreement much more volatile to create. When an agreement such as this is created it becomes the basis of the relationship moving forward and deals with all potentialities (taxes, income, expenses, death, divorce, duties and disputes).

The majority of these Joint Venture deals are structured where one partner finds and negotiates the real estate deal to the absolute best of their ability, while the other partner or partners put up all or part of the cash in return for participating in the ultimate profits or losses in the deal. They are full partners, each with their own risks in the deal. One is contributing their vast expertise, experience and contacts to maximize the profits in the deal by choosing the property wisely, arranging a good price and then managing the day-to-day operations of the property. The other is often a silent partner providing just

the initial investment capital. Risks are shared, as are the rewards, mostly on a 50% each party basis (after the money partner is paid back their capital first.).

So how do you find these Joint Venture partners, and how do you present to your potential money partners once you find them? This special report will focus around one very important part of securing Other Peoples' Money: How do you present your deal to your partners and how will you answer their inevitable objections or questions?

The Fundamental Principles of Success

The first principle you have to understand when you are talking to a potential Joint Venture partner is that you are making a presentation, and to make an effective presentation that someone will be inspired to 'buy into' you will need to follow strategies on how to make an effective presentation. That's why I have included the following 3 articles to help you become a better presenter:

- "It's Not What You Say, It's How You Move"
- "8 Ways to Eliminate Stress in Public Speaking"
- "The Incredible Secret That Transforms Speaking Fears Into Energy, Passion And Authority"

Follow the tips in these articles and they will dramatically improve your odds of success, and you will raise more money to fund your Real Estate Empire.

Answering Objections Fundamentals

- Complete Your Homework.
- Active Listening, Not Husband Listening
- Filtering Prospects vs. Suspects
- Don't Seek Out Objections, They Will Find You
- Be Prepared For Anything
- Answering Questions With Questions
- Get To The Root of The Concern
- "I Don't Know" ... Is OK
- Get Excited, This Is Your Time To Shine
- Confidence, Don't Leave Home Without It
- Be Prepared to Walk Away, There's Another One Around The Corner

Here are the top 12 Objections you will hear from your potential Joint Venture partners, and how to turn each objection into a positive experience.

Note, the following has been written in conversation style and is not perfect English. The main intention is to provide you with the 'Magic Words' to use when faced with the 12 most common objections...

I Have Heard Of People Losing Money On Real Estate

“I have heard that too... Have you personally lost any money on a Real Estate Transaction?”
<typically the answer is no>. “As I can see by your investor questionnaire, you own your own home... what did you originally pay for your home?” <if they have owned their own home for more than 5 years, chances are it has gone up in value> “What is it worth now”? “From your personal perspective your investment into your own home has gone up.. is that correct?”.

“I cannot control what will happen in the future, but I continually study the marketplace, educating myself why markets behave the way they do, and I surround myself with the best and the brightest people that know even more than I do. Based upon the detailed research I have completed, buying a positive cash flow property in an economically sound region will provide both of us with a good return on our investment, and if the market does not perform as well as anticipated, we will be protected by our cash flow and mortgage paydown...”

“Will the thoughts of this investment going down in value keep you awake at night?” <yes> move on, <no> you will have to determine if you want to proceed forward or not.

What Happens If Our Tenant Trashes Our Property?

“If this happens, quite frankly, we have to fix it. And it can happen. The good news is that if you owned the property on your own you would be on the hook for 100% of the renovation costs. Because we have a Joint Venture on this property, I will share in the cost of renovating the property, and because I am an expert I have a professional team that I can call upon to immediately jump into action. They will grab my renovation checklist and complete the job quickly and cost effectively. I’ll take care of all the details of the renovation, and pay for 50% of it, as I know this is something you would not likely do.”

“A tenant can trash our unit, but the best way to ensure this does not happen is to properly screen and select the tenant from the beginning. Providing top notch properties to tenants is my business and I have a 5 step check system to screen tenants including: job verification, previous 2 landlord checks, professional credit and background check... 5 people have to approve this tenant before they move into our hundred thousand dollar asset.”

“A tenant trashing our property can happen, but being proactive can reduce the odds of this happening. Is this something that will concern you from going forward?” (Typically this is not an issue if you present that you are an expert.)

What Happens If You Go Bankrupt?

“Great question, I was actually thinking of asking you the same thing... you don’t plan on going bankrupt in the near future do you”? <no> “ Obviously I did not go into business to plan to going broke, but you know what, it may happen so let’s discuss this. If I go insolvent, my assets will be turned over to a trustee to liquidate and pay off my creditors. The only thing the trustee can go after is **MY** assets; they cannot go after your assets.”

“We get a strong Joint Venture agreement signed that clearly states each of our ownership positions and you can use this document to claim your position to any trustee if I claim bankruptcy. Plus if you would like an additional level of security you can qualify for the mortgage <with or without me> and you will have your name on the Title of the property for an additional level of security.”

“Either way you are protected. Do you have any concerns with me claiming bankruptcy? Is there anything else you would like to see from me to ease this concern”?

What Happens If You Die?

“Yikes, that’s a nice pleasant topic to discuss” (Add humour)

“If I die, you better get to know my wife really well and you better treat her like gold, because you are going to be in business with my wife, who takes all my assets and you are going to be dealing with <spouses name> on a go-forward basis.”

“That’s why she’s here at this meeting with us, so you can get to know her. If I pass on, kick the bucket, whatever, you’ll be dealing with my wife. Now if you do not like <spouses name>, or <spouses name> doesn’t like you and you don’t want to do business together, what we can take do is we can take an insurance policy out on each other.” (Partner’s insurance)

“What the insurance policy would do is in case of the death of one of us, the payout would be enough to pay the taxes and buy out the other partner’s share and there’s a forced sale upon the death of one of us. Now would you like to take out an insurance policy or would you like to deal with my wife?”

What Happens If You Abandon The Investment?

“Simply if I abandon the investment, I forego all my potential profits that would be in our property. You, 100%, would have the property in your name. This is one of the great advantages of having our investment secured against a real property. Unlike the stock market, there is a real asset backing our investments, and not an ownership position in a stock. The house will always be there backing the investment”.

“One of the main reasons why we have a joint venture agreement is in case one of us abandons the deal the agreement will clearly establish what procedures we will take if the other person does not live up to their obligations.”

“Another suggestion could be, if you are concerned about me abandoning the property, to sign a transfer of property from the beginning and this document will sit in our lawyer’s file. If I’m unresponsive and you cannot get a hold of me, you can prove that I’m not contacting you. You can then phone up our lawyer and you can tell them to execute the Transfer of Land to 100% to you. Does that sound fair?”

“Quite frankly, I’m not going to abandon it because we’re in this together and I’d be forgoing any opportunity on a go-forward basis. Now, are you planning to abandon the property from me and walk away? <no> “Obviously that is my intention as well, but we will have great agreements in place in case this happens. Does this help ease your concern?”

What Happens If I Need To Sell And Get My Money Out Quickly?

“Do you? Is there something I need to know about now? <response> “Because this investment, I’m laying the cards on the table here, this investment is probably going to be a 5 year or maybe even longer. If there is a reason why you need to get your money out any quicker, I need to know that now.”

<Their typical response well, “what if something happens”?> “I know, life happens, what we would do is we would be adults. We would sit at this table we’re sitting at right now. If you needed to get your money out right away, we would sit down and we’d have to investigate what the options are and to determine the best course of action”.

“If you need to get your money out quickly, I will do what I can to see if we can get your money out quickly... If you need to sell, I can look at what we can accomplish together but I can’t make any promises. Is that fair”?

<Yes or no>? If it’s <yes> move on, and if it’s <no> then you have to further dive into it.

Why Do I Have To Qualify For the Mortgage?

“You mentioned that you are interested in investing in Real Estate. If you were to invest on your own without my expertise and help, you would have to qualify for a mortgage. I can tell you right now, that the banks view me as a risk... not because of my income levels or debt service ratios... only because I have too many mortgages in my name... and for some reason they view that as a risk... even though all the properties are well managed, and produce a positive cash flow.”

“If we were to buy this property together, to provide both parties the most security, we both should qualify for the mortgage... but my name on the mortgage application will hurt our chances of success, and we want to win.”

“You will not be going at this alone, I have arranged you to get access to my private mortgage broker, and they will give you preferential treatment. I will walk you through the entire checklist of what you need for your application to be a success. Plus since I own 50% of this property with you, it is my best interest to negotiate the best interest rate and deal possible, because I do share in the profits of the investment”

“Investing in real estate means qualifying for a mortgage, and does qualifying for a mortgage create a concern for you?”

Why Do I Have to Tie My Money Up For 5 <?> Years?

"From the beginning, we have talked about, in this transaction we are in for it for long term. Right? You're a long term investor. I'm sure you saw how your house appreciated in the last <insert # of years they have owned their property> years that you've lived in it. If you would have bought your property and then a year later turned around and sold it, you probably would have lost money, with commissions, and transfer taxes, all these fun things."

"So we need to wait some time for the profits of the investment to kick in. When we start actually making our best money, is on our mortgage paydown and those things really don't kick in until Years 3, 4, 5, 6 and beyond. Then we start making really good money when the tenant pays off our mortgage."

"If you don't want to have your money in for 5 years, would you like to offer a loan or something on a shorter term basis? <give them an option>. Which would you prefer a bigger payday in the future, or smaller payments along the way?"

"Will waiting for 5 years to see a payday be a concern for you? What are the time frames of your other investments and your RSPs?"

Can You Pay My Line of Credit Interest?

(This assumes they are using a LOC for the investment capital)

"<Their Name>, you are choosing to use your Line of Credit for your investment capital into this property. If you were out there going to buy a stock of Bell Canada and you use that from your line of credit, would Bell Canada pay your interest off? Maybe they might, if there were dividends, but most likely they would not."

"With this transaction, when we buy the property, at the beginning, the expenses are probably going to be the highest. It's going to take me probably a year to normalize it, get it under my system, to get it in there where I can get the costs under control, get the revenues where I want them so that I can start getting a cash flow."

"Would you be willing to wait 2 years before we start entertaining paying your line of credit? Would you be willing to wait 3 years? <If they can't. they say, "No, I absolutely must need my line of credit interest paid>. "OK. Well, how about this? "How about we wait one year. At the end of the first year, whatever the cash flow for the property is, we will pay your line of credit interest out of the positive cash flow of the property". OK?"

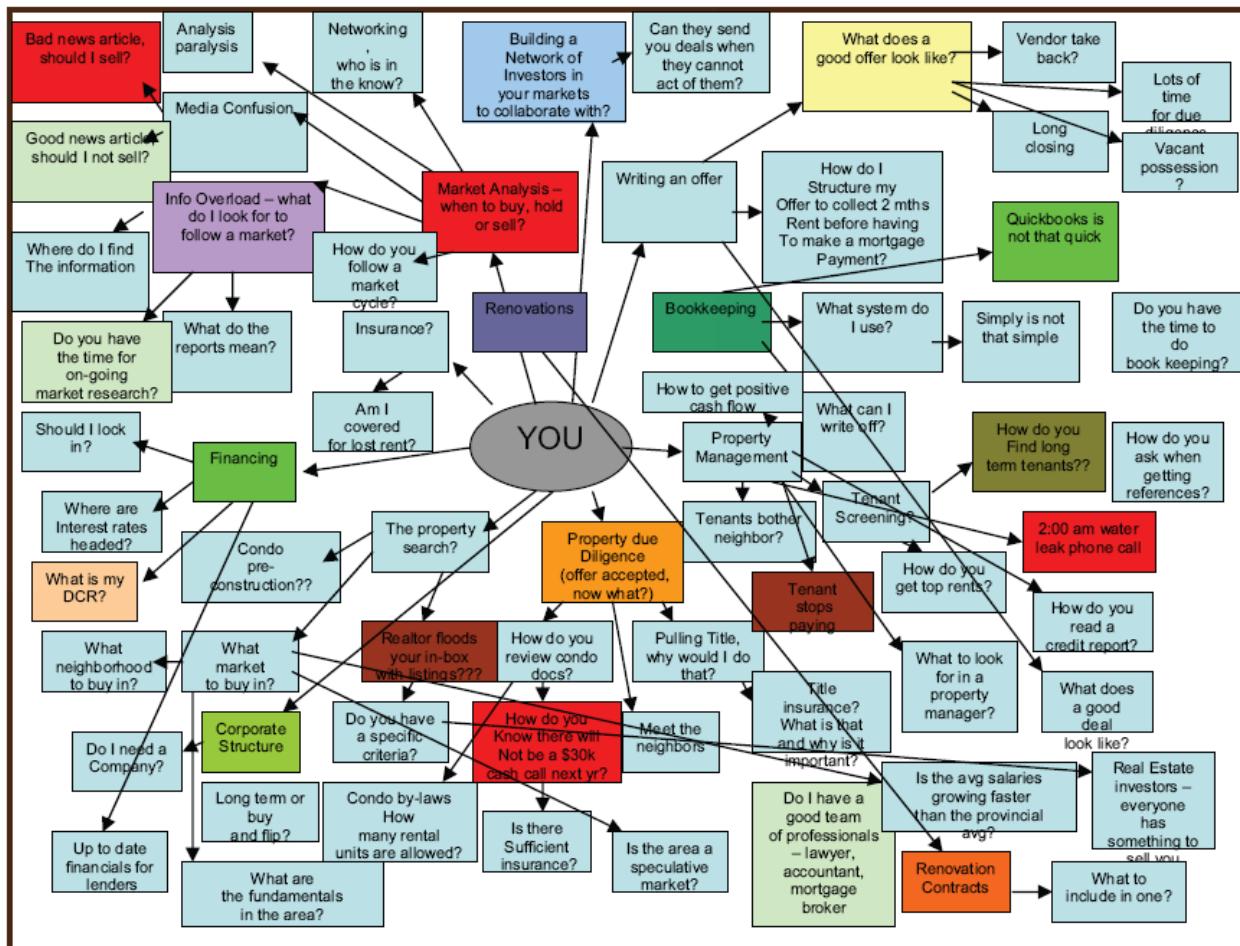
"You will get paid first before I ever see a dime. And we'll pay your line of credit. Now at the end of the year, if the cash flow's not there, we cannot pay it out of something's that's not there, can we?"

"If I cannot pay your line of credit interest on this transaction, will this sink the deal? <if the answer is, "Yes", it could perhaps sink the deal>. You will have to decide to pass or play, you can't guarantee their investment and once you start to go down this road you open yourself up to failure.

I Think I Can Do It Myself

"I think you can, too. I honestly do. And if you really are serious about doing it all yourself, I know this organization called REIN™, the Real Estate Investment Network™ that will teach you everything you need to know about doing it yourself."

“However, do you realize you have to do all these things”?

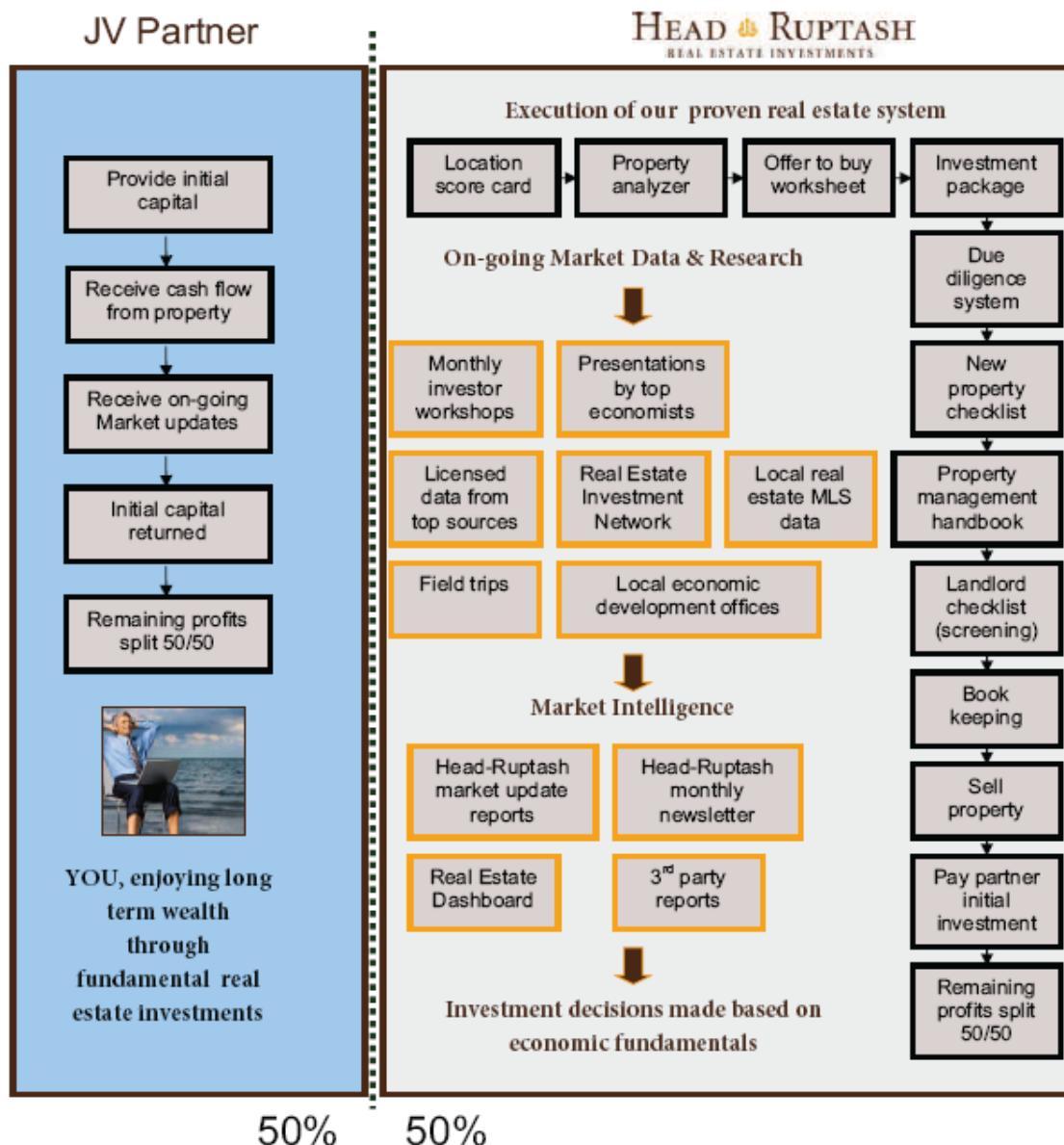


Courtesy of Head-Ruptash Real Estate Investments- <http://www.tellmethetime.com/>

(Create a feeling of overwhelm and pain, if they want to do it themselves.)

"Now, are you prepared to do all of this yourself? You expressed to me that you're a very, very busy business practitioner, owning your <insert business name, or profession> and you're working 60 hours a week. Do you have time to do what it takes to make this a success?"

"This is where I come in and do this for you. You realize the value of having an expert on your team to take care of all the grunt work and all the details. Do you still want to do this yourself, seeing this, or would you like to fit into my system where all you have to do is provide initial capital? Talk to your spouse. Review the agreement with a lawyer. Write a cheque. And enjoy the benefits of property ownership where I take care of everything else for you. Is that something you would like to get involved with?"



Why Are You Not Putting In Any Money?

“When did I tell you I wasn’t putting any money in? I didn’t say that. What I am not putting in is the initial investment. The initial investment is what you’re coming to the table with. I am providing all the work in advance to find a tremendous cash-flowing asset. But you are putting the investment up front. After the initial investment is done up front, we share all the investment going forward 50% on the good side and on the bad side.”

“I am not putting any initial investment into the deal. But what I am willing to do, I am willing to educate myself, I am willing to work for free for three, four, five years, to make you money and I can participate on you making money.”

“Quite frankly, show me an investment out there where the person is willing to take 50% of the downside, do all the work, not expect to get any profits until you make a profit. You get paid, your investment capital first, and I only get a percentage of the money you make. You show me an investment where someone is willing to do that and I will sign up today for it. Is that fair?”

Be confident in this ... as it is the honest-to-goodness truth. Can you live up to these statements?

You Want 50% (or more) of the Deal?!?

This is where you develop your value checklist (see below). You will load your side up with all the wonderful things you provide to the deal and you are only asking for 50%.

Powerful closing statement (rehearse this one)

“If you can show me an investment where I will take 50% of the risk, and after the initial investment I will put in 50% of any cash calls going forward, I will work for free for five years and I will only take a payment if you make money at the end. If you can show me an investment like that, I will sign up tomorrow. You can’t... because it doesn’t exist”

“I would much rather be you, <insert name>, with the capital, all you have to do is go find a hungry expert like me to go out and do all the work, have all the connections, have all the contractors, have all the mortgage brokers, have all the experts on your team and you are working for me for free and I only give you a percentage of what I make, on top of that I get paid first. Sign me up!”

What Each Party Brings To The Deal

Investor:

- Invests ONLY his money and minimal time for due diligence
- Mortgage qualification (if required)
- Independent legal advice
- _____
- _____
- <insert what you want the investor to do and bring to the table>

The Real Estate Expert:

- Invests **EFFORT, TIME, and EXPERTISE** required for the execution of this **LONG LIST of tasks**.
- Will only get paid based on performance of the investment. If the investor does not make money... the Real Estate Expert does not make money.
- **Accesses and taps into a Real Estate power team** (to build a team of these professionals may take years and many thousands of dollars in fees)
 - Research analyst
 - Up-to-date local market information
 - Top Mortgage Broker
 - Realtor
 - Financial Planner
 - Real Estate Accountant
 - Bookkeeper
 - Real Estate Appraiser
 - Insurance specialist
 - Preferred pricing with suppliers
 - Different lawyers, each experts in specific legal practices
 - Maintenance and Construction:
 - General Handymen
 - Mechanical & Plumbing
 - Electrical
 - General Contractor
 - Professional Home Inspections Ltd.
 - Select property manager, onsite manager and other professionals (such as tax advisors, inspectors, appraisers, bankers, engineers, roof experts, boiler mechanics) that may be required to inspect the property initially and operate the property on a day-to-day basis
- **Property search**
 - Searching for the right property can be exhausting and time consuming but it is critical to find the right property that fits the business model as closely as possible

- Screen/filter potential investment properties using realistic rents and/or expenses
- Property due diligence
 - Macro and microeconomics trends
 - Completion of the Property Goldmine Scorecard™
- **Writing offers**
 - Write offer on selected property (this may involve multiple offers and multiple iterations since typically not all offers will be accepted)
 - Negotiate terms and conditions of offer
 - This is one of the most important and paying the right price for the property can be the make or break step for the investment. Understanding how to write offers not only protects investors but can save thousands of dollars using effective negotiating techniques
 - Finalize offer
 - Managing lawyers and accountants through buying process
 - Signing the documents
 - Ensuring that all the proper steps and forms are taken to protect investors and deliver financial clarity
- **Securing financing**
 - Applying to the banks or through mortgage brokers to secure the right financing for the property
 - Continuous monitoring of the mortgage portfolio to ensure best rates and terms to manage cash flow and maximize investors returns
 - Sign required personal guarantees for required mortgage(s) (if required)
- **Structuring the deal for flexibility and protection of all parties**
 - Set up the legal structure/corporation, and co-investor structure usually via a Joint Venture or limited partnership agreement
- **Property management and day-to-day management**
 - Act as the primary interface to property manager, or may manage properties in-house.
 - Securing tenants
 - Managing issues or complaints
 - Coordinating repair or improvement services
 - Managing rents, will adjust rents frequently with market realities
 - Will market, rent, fix up, repair, paint, landscape and/ or enhance said property to standards that expert sees fit to achieve appropriate rent and/or resale value
- **Keep the Books in order and report on a timely basis to the investor**
 - Will keep a record of such fixtures, repair material and/or landscaping material expenditures and/or of all other expenses, such as property management fees, subcontractors , onsite managers, taxes, insurance, realtor, legal, advertising and/or related expenses to market, upgrade, rent and later sell said property
 - Provide simple easy to understand statement on an agreed to timeline
 - File annual or quarterly statements/documents that may be required by various jurisdictions

- **Be the leader of the Marching Band**
 - Certain team members play crucial roles at different times of an investment life cycle. Knowing when to apply a team member's unique talents to the issue at hand can solve problems faster and create peace of mind
- **Flawless execution of the detailed business plan**, with regular updates as conditions change
- **Maximize the exit** of the investment and reap the rewards of our work
 - Utilize key relationships to sell the property at market value for minimum costs
 - Negotiate the deal
 - Stick handle the sale through lawyers and accountant
 - Provide investor with proper split of the investment
 - Provide the investor with a simple statement of account to be used for investor's taxes

INSERT ANY OF YOUR DUTIES YOU PERFORM FOR YOUR INVESTORS

After all these tasks are complete is the time when, potentially, the Real Estate Expert cashes in on their years of effort, time and expertise.

This concludes this special report... “Your Words Will Directly Impact Your Success in Raising Other Peoples' Money”

One final point regarding Joint Ventures, it's not about the money, and this may be contrarian to everything you may have heard (unless you are REIN™ member). Joint Venturing is all about the relationships you have with your partners. Focus on strengthening the relationships, and if you build strong relationships and create wealth for other people, you will become a money magnet!

Best of luck, and ensure that you do not get lost in the analysis. Use the analysis to make decisions, but do make them and always remember to “**shoot the puck**”!

Russell Westcott
REIN™ Canada

It's not what you say, it's how you move

January 13, 2011 JENNIFER MYERS Globe and Mail

<http://www.theglobeandmail.com/report-on-business/managing/on-the-job/its-not-what-you-say-its-how-you-move/article1869328/page3/>

When she was growing up, Kathy Collard was painfully shy and withdrawn. "I was the kid who never put their hand up in class, even if I knew the answer. I had really low self-esteem," she recalls. That lack of confidence was reflected in her demeanour, affecting the way she spoke and gestured and generally presented herself.

It wasn't until she became an adult and opened her Kingston, Ont.-based business, Home Inspirations, that she recognized the value of improving her verbal and non-verbal communication skills. "I knew I'd need to be doing presentations and workshops, and I was terrified," said Ms. Collard, a professional household organizer.

She joined a local Toastmasters group, which helped with her presentation style; but to move further out of her comfort zone, Ms. Collard sought the help of Catherine Bell, president of Prime Impressions Image Consultants in Kingston. Ms. Collard's training sessions were videotaped and reviewed each week, giving her an accurate picture of how she appeared to others and what she needed to change to better project confidence.

The tapes, for example, revealed her tendency to lean to one side and cross her feet when standing, a position that made her appear uncomfortable, unstable and less grounded. "It was a real learning experience," Ms. Collard said. Not only is she now more aware of the wordless signals her body language sends, but she's also more sensitive to the non-verbal cues of others.

"It's invaluable, especially in what I do as a organizer. A lot of times, physical clutter means emotional clutter. If I'm tuned into other people's body language – whether they're sitting facing me, looking at me, how receptive they are – it helps me help them."

Non-verbal behaviour – facial expressions, gestures, eye movement, posture, and even tone of voice – send strong signals that tell others how well you're listening and whether you're interested in them, Ms. Bell said.

"Most people are unaware that their body language speaks far louder than what they are saying. And there's a huge number of physical distractions that can certainly undermine or change your message," Ms. Bell said.

About 93 per cent of all our communication is non-verbal, said Ric Phillips, president of 3V Communications Ltd. in Toronto. Understanding and using body language can be an invaluable tool to build better relationships, he said.

Whether you're managing employees, meeting with clients, making presentations or going on a job interview, both your verbal and non-verbal messages must align for effective

communication, Mr. Phillips said. "People know when they see something odd; they may not be able to say exactly what that is, but they can sense when something is not right."

A recent survey by CareerBuilder Canada of 200 hiring managers found that 68 per cent said they would be less likely to hire a person who failed to make eye contact during a job interview. Forty-five per cent cited the lack of a smile as a hiring deterrent, and 37 per cent said poor posture would also reflect negatively on job seekers.

Other body language that spurred a negative impression with the hiring managers included crossing arms over the chest (33 per cent); fidgeting (34 per cent); a weak handshake (33 per cent); playing with something on the table (32 per cent); and playing with hair or touching the face (21 per cent).

These sorts of gestures usually stem from our anxiety in situations where we want to appear confident and capable, such as making a formal presentation or during a job interview, Ms. Bell noted. And often the moves or gestures are unconscious habits.

Women and men make the same mistakes in body language, although women are especially prone to touching their hair, brushing it off their faces or sweeping it behind their ears, signs of insecurity and nervousness.

"In any situation, you must be thinking about the message you want to send. Constantly ask yourself, 'What do I want to convey?'" Ms. Bell said.

Self-awareness is key to improving your body language, Mr. Phillips said. Of course, you need to know what mistakes you're making before you can fix them.

Take stock of the non-verbal signals you are sending. For example, do you always talk with your hands? Do you twirl your hair, or fiddle with your wedding band? Once you're aware of such behaviour, you can take steps to change it.

Try videotaping yourself, perhaps giving a mock presentation, and review the tape with a critical eye. Turn off the sound, and concentrate on how your body moves and the expressions on your face. Or ask a friend to tell you honestly about any physical gestures you make or expressions you adopt that may be distracting, Mr. Phillips said.

If you're feeling nervous about an interview or presentation, practise in front of a mirror or ask a friend to do some role-playing. But it's also important not to look too robotic or too rehearsed, which can come across as insincere or fake, Mr. Phillips said.

Then, when you are about to have that key conversation or give that speech, take a few minutes beforehand to strike a power pose. New research from Columbia and Harvard business schools suggests that adopting certain poses elicits a physiological response that makes people feel more confident. For example, the classic Wonder Woman pose – standing with feet shoulder-width apart and hands on your hips – boosts testosterone, a hormone that influences dominant behaviour, while also decreasing cortisol, a hormone released by stress.

Your professional abilities can be undermined because of the way you look or behave, Ms. Bell notes, adding that even the smallest things can sabotage your image. “You always want to be remembered for the right reasons.”

BETTER BODY LANGUAGE

Eye contact

Too much or too little eye contact can be a problem. Looking away can indicate a lack of interest. Looking down implies submissiveness or a lack of confidence, while too much eye contact may be seen as aggressive.

Solution: During conversations, try to maintain eye contact about 80 per cent of the time. It's okay to glance away occasionally, but if you constantly look elsewhere, others will think you are distracted or uninterested. If you're uncomfortable looking into other people's eyes, look instead at the bridge of their nose.

Facial expressions

If your face shows confusion, worry or doubt, it can easily undermine the confidence of others. If you're asked a question and you are unsure of the answer, try not to show it. Keep calm and ask for a moment to think about your response.

Solution: Keep your facial expression open and inviting. Smile – not only will it light up your own face, it will light up others' and go a long way to generating a positive connection.

Arms

Crossing your arms over the chest, belly or lower abdomen suggests resistance and is considered protective or defensive behaviour.

Solution: Stand relaxed, two feet squarely on the floor with arms at sides, palms open. When seated, don't cross your arms across your chest.

Hands

Placing your hands under a table, in your pockets or behind your back can be interpreted to mean that you are concealing or hiding something.

Solution: If you're sitting, place your hands on the table and hold them loosely at rest. Otherwise, hold them in your lap, palms up to indicate openness, or loosely at your sides.

Moving and gesturing

Moderation works best. Moving or speaking too slowly may make you appear sluggish; too fast and you may be perceived as erratic or impulsive. Jerky, quick or expansive gestures, especially with your arms, may be associated with erratic thinking.

Solution: Think of your words as music, then move your hands naturally with the rhythm of your voice to avoid erratic movements. Strike a balance to control your movements, without appearing stiff and rehearsed.

Fidgeting

Touching your face, nose and mouth, or your hair, is a typical sign of nervousness and insecurity. People also tend to touch their face while lying. Jiggling your foot or tapping your fingers are usually seen as signs of nervousness, impatience or boredom.

Solution: Keep your hands away from your face and hair, especially when you're speaking. Closely monitor your movements and work to keep your hands at your sides and your feet still.

Posture

Nothing says low self-esteem louder than slouched shoulders, a protruding stomach and a downcast head.

Solution: How you stand is an immediate sign of how you feel. Constantly take note of your posture; to project confidence, stand with your feet comfortably spaced apart and keep your shoulders back and head up.

Jesai's 8 Ways to Eliminate Stress in Public Speaking

1. **Love your subject:** Talk about what you believe in and are passionate about, otherwise it can be a painful experience. If you inherited a topic that you don't care about, search for some kernel of interest or approach the topic from a perspective that gives it meaning to you.
2. **Be excited to share it:** If you are excited to share it you will find creative ways to make sure your audience absorbs it. If you know what you want to say is there ever a need to search for words?
3. **Rehearse:** Actors talk a script out loud all the time. If you see someone walking down the street talking to themselves they are either actors rehearsing lines... or they are crazy, or these days they are wireless.... Or all three. When you engage the muscular movement of the lips, tongue and jaw, you aid memory, build sense, connect to your emotions, and teach your body to be clear. Most speakers I know spend time organizing PowerPoint, making the handouts and collecting the content. Rehearsal? Oops, haven't got time. Speak the speech out loud to your plants, pets, and passers-by. Give yourself a practice audience where you can get feedback. Join a Toastmaster's group.
4. **Make it about them:** The drama happens in the minds of the audience, not in your sweat glands. Stimulate their imaginations with stories, inspire them with possibilities, and challenge them with opportunities. Get them to talk about their needs.
5. **Train your voice:** What? I'm not a singer! Doesn't matter. Actors train their voices so that night after night they can reach the back of the theatre with every human emotion. They need to be heard without shouting and keep their voices throughout a long run of a show. A relaxed, powerful, resonant voice creates comfort in the listeners. They are more willing to believe that you are an authority.
6. **Train your body:** A self aware body carries itself with ease and uses itself to direct the attention of the audience, rather than tremble and shake. A body that is in front of a crowd takes the heat and experiences the impulses of fight or flight. Training tames those impulses and re-directs the energy to make an impact on your audience.
7. **Decide that you are a performer.** That's right! Give yourself permission to be a great communicator and a dynamic presence. Take it on with no apology. You will notice an instant change from your listeners who will respond with positive feedback and appreciation.
8. **Give 100% of yourself.** Hold nothing back and make it life and death. When you have the privilege of speaking to people make it matter. This day is not like any other day because you are in front of the group. Make it a memorable experience for everyone, not simply an information download.

The Incredible Secret That Transforms Speaking Fears Into Energy, Passion And Authority.

Coming up to a big media event where you have to look and sound like you know what you are talking about? Feel the pressure? The stakes? Are you feeling anxiety, terror, dread? Worried that you will black out? Go blank? Stutter? Say something stupid? All live in front of a captive audience? Do you ever fear that your moment on the platform might be the last breath you ever breathe?

You are not alone. Many, many people have huge fears around public speaking... and those fears are justified! History is strewn with the corpses of former "experts" who met an untimely demise at the hands of the masses.

What do you do to calm your nerves and profoundly affect your listeners?

You must:

1. know why you are talking. What is in it for your listeners to keep listening?
2. be clear about what action you want them to take as a result of listening to you.
3. rehearse aloud in advance of the event as many times as possible
4. and the biggest secret...

I am going to tell you the best secret I know. It has worked for me countless times, on screen and live. It is something that I practice in my sleep, something that I can not live without, and best of all it is absolutely free. Are you taking this in? Can you guess? Are you still breathing?

YES, that's it! It's as simple as that! BREATHING! Every breath we take (about 26,000 times a day) affects and is affected by our feelings at the moment. "Conscious" breathing, however, restores clarity, making challenging interviews seem like a breeze.

Take just 5 minutes prior to your public moment to sit quietly upright and breathe, whether in your parked car, a bathroom stall, or the green room in the studio. This will make a huge positive impact on your presence. Remember, you are there to inform, transform and inspire action in the others.

Turn your attention to your breath (this is what makes it conscious) and allow your inhale and exhale to become slow, deep and effortless without pushing or forcing. Allow each breath to be a little deeper. You are bringing more oxygen into your brain, which enables you to think clearly under pressure. Your lungs massage your heart allowing you to be open and genuine. Even a churning stomach is calmed by the slow movement of breathing. You are able to hear and respond to questions with clarity and honesty, which creates a captivating experience for your audience and you. Five minutes may feel like a long time to do "nothing" ... but it is the best five minutes you can invest.

Don't let your fears paralyze you. Pay attention to the very activity that gives you life...

...and remember the words of the philosopher, "I Breathe Therefore I Am."

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